



From One Girl to Another
For Christmas

Circlet Junior No. 1001—\$1.00

A Circlet Junior really makes an ideal gift and No. 1001 was designed especially for Christmas giving. It's such a soft, dainty, charming little garment, and efficient, too, for it confines smoothly and smartly, launders readily and is self-adjustable.

Circlet Junior No. 1001 comes packed in a special Christmas envelope of glassine, decorated in natural colored holly. Sizes 30 to 38, and only \$1.00.

DEAF?

Hear clearly and distinctly with a Little Gem Ear Phone

Simplest and smallest hearing device.

Awarded the Gold Medal at the Panama-Pacific Exposition. Our latest improvement, the Gem Sound Reflector, insures clear, positive hearing in any assemblage, at any distance.

Try our Auto Ear Massage: used to stop head aches and improve hearing. Call at our office for a free, private demonstration. Expert advice without charge. Ask or write for booklet.

GEMEARPHONE CO., Inc.
806-BH Marbridge Bldg., 47 W. 34th St.
at B'way, N. Y. C. Phone FIVE 3744



Restore
One
Lock
and
Prove It

Mail the coupon for free trial bottle of Mary T. Goldman's Hair Color Restorer and test as directed on a single lock. See for yourself how it restores the perfect, beautiful natural color. Learn how easy it is to apply, how clean and dainty.

Then when you know you take no risk using this scientific laboratory preparation get a full size bottle from your druggist or direct from me. But make the test first. This insures the safety of your hair.

Mary T. Goldman's Hair Color Restorer is a clear, colorless liquid, clear as water. Easily applied with a comb, no interference with shampooing, nothing to wash or rub off.

Mail the Coupon

Don't wait—prove at once how your gray hair can be restored easily, safely, surely.

Mary T. Goldman's Hair Color Restorer

Mary T. Goldman, 2272 Goldman Bldg., St. Paul, Minn.

Please send me your FREE trial bottle of Mary T. Goldman's Hair Color Restorer. The natural color of my hair is jet black..... black or dark brown..... medium brown..... very light brown, drab or auburn.....

Name.....

Address.....

Please print your name and address.

Write, Phone or Call
Tel. Bryant 1376, 103 W. 47th St.

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AL ADVERTISEMENTS MUST CARRY AN ILLUSTRATION.

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York

INTRODUCE A NEW COMPOSÉ WINTER SUIT

FOR MADEMOISELLE (14 to 20 yrs.)

JACKET OF ASTRAKHAN FUR CLOTH, SKIRT OF OVER-PLAID, CHECKED OR PLAIN CAMEL'S HAIR FABRICS
49.50

An unusual suit at an unusual price

Jacket of Astrakhan fur cloth in beige, silver gray, coffee brown, or black; silk lined and warmly interlined. Wrap-around skirt of contrasting wool fabrics with banding of Astrakhan fur cloth on sides and bottom to match jacket.

MISSSES' SUIT SHOP

Second Floor



Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



FUR WRAP-COATS

WITH THE NEW SLENDER SILHOUETTE
FOR MADAME AND MADEMOISELLE

Model 93—BLACK CARACUL FUR WRAP-COATS, of flat moired skins, with collar and cuffs of fox, skunk, kolinsky or dyed fitch fur; 48 in. long . . . 395.00

Model 95—HUDSON SEAL (Dead Seal) FUR WRAP-COATS, with collar and cuffs of kolinsky fur; 48 in. long . . . 450.00

FEMININE FUR SHOP—Fourth Floor

NOW every family can enjoy "Safety Standard" motion pictures at home

FOR years home motion pictures have been one of the delightful pleasures enjoyed only by the very wealthy.

This year department stores, toy stores, sporting goods stores and photo supply stores are selling several kinds of "Safety Standard" motion picture projectors for \$35.00 and up, for which you can rent an almost inexhaustible number of most interesting, instructive and entertaining films at merely nominal prices. Every one

of these pictures is made on "Safety Standard" narrow-width film, 1 1/10 inches wide, approved by the Underwriters for use without a fireproof enclosing booth, by anyone, anywhere, anytime.

Avoid motion picture machines that use dangerous inflammable films. Not only does the law require that they be used only in fireproof booths, but it is practically impossible to obtain film service for them. The theater film exchanges will not bother with small orders

or risk their films for use in home projectors. Even if they would rent them, the prices would be prohibitive; but they won't, and the only pictures that can be bought outright are old and worn films that you would not want.

Ask your dealer to show you only motion picture projectors that use "Safety Standard" film. Have him explain how you can obtain a film service that will keep your machine an ever-enthralling delight to your whole family.

Send for booklet, "Safety Standard Reasons," containing classified list of nearly 2000 subjects available in eleven film exchanges in as many cities.

The Associated Manufacturers of Safety Standard Films and Projectors, Inc.
Suite 1422 440 Fourth Avenue, New York

The first gray hair
—don't let it scare you!



Instant HAIR COLOR RESTORER

A harmless preparation. Used for years by us on our discriminating patrons at our fashionable salon. Will not interfere with the process of Permanent Waving. Will not interfere with any coloring with which you may have previously attempted to restore the color of your hair unsuccessfully. Also will restore Natural Color to prevent created color you may have acquired by wrong Tonics or Color Restorers. Introductory price \$1. Booklet on request. Write or call at our charmingly appointed Hair-Tinting Salon. Phone Bryant 8774.

CHARLES FREY
Hair Specialist
374 FIFTH AVENUE Near 46th

LENNON'S Quality FURNITURE GIFTS that leave a lasting remembrance of the Giver AT LENNON'S LOW PRICES

Suggestions	
Solid Mahogany BOOK TROUGH, illustrated.....	\$8.50
Solid Mahogany TILT TABLE, illustrated.....	\$8.25
Solid Mahogany Smoker, as illustrated.....	\$9.50
Solid Mahogany Sewing Cabinet, illustrated.....	\$18.75

Worthy of particular notice is a Windsor Armchair specially priced at \$7.50; also an overstuffed Easy Chair with Loose Cushions at \$29.50.

Write for list of "24 Striking Examples."

LENNON & COMPANY
17-19 West 37th Street
Near 5th Avenue

APPEAR AS YOUNG AS YOU ARE Why Have Gray or Faded Hair? Use B. PAUL'S HENNA

All Shades from Black to Blond
Daintily, easily Restores Lost Color
to Gray Hair.



Composed of pulverized Henna and Herbs, provides the best and most natural coloring known for coloring gray hair. The ease with which all shades are obtained and its proven harmlessness delight and satisfy the most fastidious women. The youthful lustrous gloss and softness return to the hair with its use. Unaffected by shampooing, oils or hair tonics. Will not stain the scalp or rub off. But one application necessary.

Protect yourself; ask for and insist on B. Paul's Genuine Henna.

Price \$1.25, postpaid \$1.45.

B. PAUL HAIR COLORING

SPECIALIST
21 West 34th St., N. Y.
Telephone 3491 Longacre.
Sales Office and Application Parlor.

Reduce Your Flesh in Spots Arms Legs Bust Double Chin by wearing Dr. Walter's reducing RUBBER GARMENTS



Bust Reducer, \$6.00. Chin Reducer, \$2.50. Anklets \$7 per pair. Extra high \$9.00.

Send for illustrated booklet.

Dr. Jeanne A. C. Walter
353 Fifth Ave., N. Y.
(Ent. 34th St., 3d Door E.)

HENALFA RAPIDE For Gray and Fading Hair

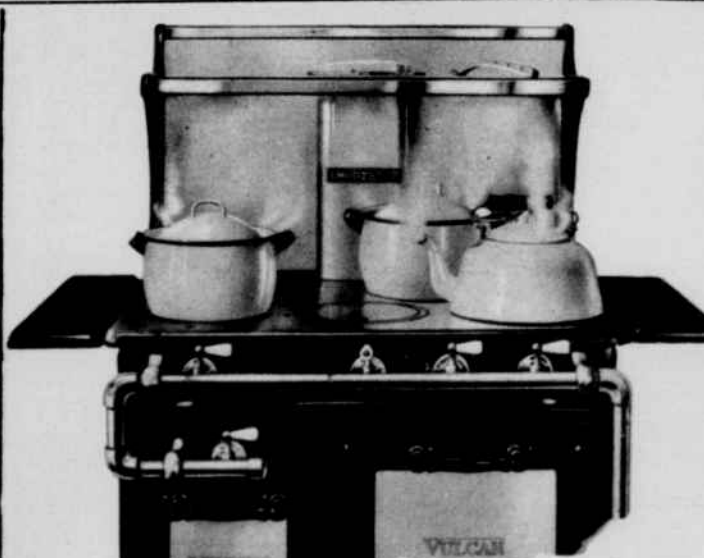
The most efficient liquid preparation in the world. Does not stain the scalp or rub off. Price \$2.00 Postpaid. One application only, lasting less than five minutes to apply. No previous or after washing necessary. The treatment consists of a healthy stimulation of the muscles and tissues. THIS IS NOT A HOME TREATMENT, but administered by Mme. Marie personally. Excellent accommodations for patients under her care. All work guaranteed. Write or phone Riverside 3376.

Sold and applied (Booklet Free) at
B. CLEMENT, 67 W. 49th St., N. Y.

LOOK MORE YOUTHFUL

It can be accomplished by Mme. Marie's special treatment. Wrinkles, sagging muscles, drooping eyelids, scars, smallpox pittings, acne, etc., removed. Freckles removed forever. Positively no cutting or filling. The treatment consists of a healthy stimulation of the muscles and tissues. THIS IS NOT A HOME TREATMENT, but administered by Mme. Marie personally. Excellent accommodations for patients under her care. All work guaranteed. Write or phone Riverside 3376.

MME. MARIE
222 RIVERSIDE DRIVE, N. Y. City.



One Burner Keeps Three Vessels Steaming with Room for More

You get greater economy and capacity in this newest of gas ranges. Less space is required. Less effort is expended.

VULCAN SMOOTHTOP COMPACT CABINET GAS RANGE

The cooking top is enclosed and level—more heat is retained—the same gas does more work.

Vessels can be pushed about without tipping. Grease does not reach burners. As easy to keep clean as a table top. Height is just right. Equipped with oven heat regulator if desired.

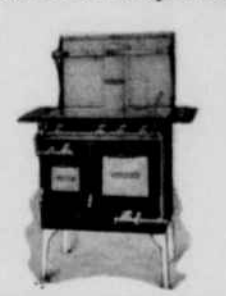
Handsomely designed. Finished in nickel and enamel.

Write for booklet. See the range at

ANY GAS OFFICE

Or at Our Display Rooms

WM. M. CRANE CO., 16-20 W. 32d St., N. Y. City



Not a top only but a complete range scientifically designed and specially constructed for the purpose.

"It's a VULCAN."

Made in four sizes

REDUCE Easily Naturally



The standardized weight reducing food. Send for concise free booklet to Doctors' Essential Foods Co., 21 Oakwood Ave., Orange, N. J.

Ardo's ORIENTAL COLORING

Restores Prematurely Gray Hair With One Application. Gives the hair a soft, glossy and youthful appearance, is safe, satisfactory and harmless. Price \$2.00. Sent prepaid anywhere on receipt of price. Literature on request. Application Parlor and Salon.

57 West 39th St., N. Y.